



WCPO

wcpo.com
kypost.com

ORDER

Print Date 08/12/12

Page 1 of 2

Flight Dates 08/11/12-08/14/12

Contract / Revision 307565 /

Original Date / Revision
08/09/12 08/10/12

Advertiser RNC-Romney / Republican /

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

Candidate. RNC Romney 08.11-08.

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 321

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	8	\$9,775.00	\$11,500.00	0.00	07/30/12	08/14/12	8	\$9,775.00	\$11,500.00
Totals	8	\$9,775.00	\$11,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/11/12	08/14/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MT-----	1:00	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0				\$0.00		0.00			
		Week: 08/13/12	08/19/12	MT-----		2				\$1,200.00		0.00			
N 2	WCPO	08/11/12	08/14/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MT-----	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0				\$0.00		0.00			
		Week: 08/13/12	08/19/12	MT-----		2				\$1,500.00		0.00			
N 3	WCPO	08/11/12	08/14/12	M-F 6-630p News	CM	558-630p	MT-----	1:00	2	\$1,750.00	P-2	0.00	NM	2	\$3,500.00



WCPO

Print Date: 08/12/12

Page 2 of 2

wcpo.com
kypost.comContract / Revision **307565** Flight Dates **08/11/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/10/12

Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **Candidate. RNC Romney 08/11/12** Estimate # Order # **321**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-630p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
		Week: 08/13/12	08/19/12	MT-----					2	\$1,750.00		0.00			
N 4	WCPO	08/11/12	08/11/12	SA 6-7p News	CM	558-7p	-----S-	1:00	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
				SA 6-7p News		(5:58 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$1,200.00		0.00			
N 5	WCPO	08/11/12	08/14/12	SU 6-7p News	CM	558-7p	-----S	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
				SU 6-7p News		(5:58 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$1,400.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
Totals														8	\$11,500.00